

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5a: Percentage of California Children Reporting Awareness of the *Campaign* Other Than Television Spots (Phone Sample)

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> Other than Television Spots, Percent of Children	
Total	24	
Gender		
Males	26	
Females	21	
Ethnicity		
White	18	**
African American	37	
Latino	30	
Asian/Other	13	
Income		
≤\$19,999	42	**
\$20,000 - \$49,999	19	
≥\$50,000	22	
Federal Poverty Level		
≤ 185%	30	*
> 185%	20	
Food Stamps		
Yes	25	
No	24	
Overweight Status		
Not at Risk	26	
At Risk/Overweight	20	
Physical Activity		
≥60 minutes	24	
<60 minutes	22	
School Breakfast		
Yes	18	
No	25	
School Lunch		
Yes	24	
No	24	
Nutrition Lesson		
Yes	20	*
No	30	
Exercise Lesson		
Yes	22	
No	28	

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01